

Message Text

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ORIGIN EUR-12

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FM SECSTATE WASHDC
TO AMCONSUL ZAGREB PRIORITY
INFO AMEMBASSY BELGRADE

UNCLAS STATE 026333

FOR KAISER FROM EUR/EE

E.O. 11652: N/A

TAGS: BEXP, PL

SUBJECT: PARTICIPATION BY US COMPANIES AT 1977 ZAGREB
FALL FAIR

1. PLANS FOR USG EXHIBITION AT 1977 ZAGREB FALL FAIR ARE
BEING DEVELOPED ALONG GENERAL LINES WE DISCUSSED WITH
KAISER IN WASHINGTON IN DECEMBER. WE BELIEVE YOU WILL BE
RECEIVING SUGGESTED SCENARIOS FOR USG PARTICIPATION IN
VERY NEAR FUTURE.

2. WE CONTINUE TO BELIEVE IN DESIRABILITY OF ENCOURAGING
U.S. FIRMS, AND THEIR AGENTS AND SUBSIDIARIES, TO LOCATE
THEIR BOOTHS AROUND THE USG EXHIBIT TO MAXIMIZE THEIR IM-
PACT AND EXPOSURE. WE BELIEVE THIS APPROACH WOULD HAVE
UTILITY FOR ALL U.S. FIRMS INTERESTED IN EXHIBITING AT
ZAGREB, REGARDLESS OF THEIR PRODUCT LINES, PARTICULARLY
SINCE FALL FAIR CONTINUES TO BE ORGANIZED ALONG HORIZONTAL
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LINES.

3. SINCE TIME IS ADVANCING RAPIDLY AND US EXHIBITORS PRE-
SUMABLY ARE ALREADY MAKING PLANS FOR 1977 ZAGREB FALL
FAIR, WE SUGGEST THAT, IF IT HAS NOT DONE SO ALREADY,
CONSULATE MAY WANT TO BEGIN IMMEDIATELY TO ALERT U.S.FIRMS,

AGENTS, AND SUBSIDIARIES AT LEAST INFORMALLY TO OPPOR-
TUNITY TO LOCATE NEAR USG EXHIBIT AND TO DETERMINE ON
TENTATIVE BASIS WHICH FIRMS MIGHT BE INTERESTED IN JOIN-
ING SUCH A GROUP EXHIBIT. WE WILL PROVIDE YOU WITH
DEFINITE INFORMATION REGARDING THEME AND COMBINED CON-
TENT OF USG EXHIBIT ASAP.

VANCE

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NNN

*** Current Handling Restrictions *** n/a

*** Current Classification *** UNCLASSIFIED

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Copy: SINGLE
Sent Date: 05-Feb-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Review Exemptions: n/a
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Review Release Date: n/a
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